ORDER

Orders

Order / Rev:	37147
Alt Order #:	08858645
Product Desc:	HECK/CONGRESS/REP
Estimate:	2643
Flight Dates:	09/03/12 - 09/16/12
Original Date / Rev:	08/30/12 / 08/30/12
Order Type:	GENERAL

KLAS

Primary AE:	Mike Jones
Sales Office:	K-WAS
Sales Region:	National

Agency

Name:	**Strategic Media Placement**
Buying Contact:	
Billing Contact:	
	7669 Stagers Loop
	Delaware, OH 43015

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser

Name:	**Heck, Joe - R-CD3**
Demographic:	A35+
Product Codes:	PO1
Priority:	LV1
Revenue Codes:	AGY, POL, CAND

New Business Thru:	09/03/11
Order Separation:	00:10:00
Advertiser External ID:	
Agency External ID:	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/16/12	75	$30,075.00	$25,563.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	75	$30,075.00	$25,563.75	0.00
Totals	75	$30,075.00	$25,563.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share	Share	Total
KLAS	30%	$30,075.00
Market	100%	$100,250.00

Competitive Share	Share	Total
CABLE	0%	$0.00
KBLR	0%	$0.00
KFBT	0%	$0.00
KINC	0%	$0.00
KTNV	25%	$25,062.50
KTUD	0%	$0.00
KVBC	0%	$0.00
KVVU	5%	$5,012.50
KVWB	0%	$0.00
LV1	0%	$0.00
UNKWN	0%	$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 1	8	09/07/12	09/07/12	8 News Now 5a M-F 8 News Now 5a M-F	CM	5-6a	----F--	:30	1	$145.00	LV3	0.00 NM	1	$145.00
NEWS														
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week:	09/03/12	09/09/12	----F--	1	$145.00	0.00								
E 2	8	09/10/12	09/14/12	8 News Now 5a M-F 8 News Now 5a M-F	CM	5-6a	M-WTF--	:30	4	$145.00	LV3	0.00 NM	4	$580.00

Order / Rev: 37147 Advertiser: Heck, Joe - R-CD3

Alt Order #: 08858645 Product Desc: HECK/CONGRESS/REP KLAS

Flight Dates: 09/03/12 - 09/16/12 Estimate: 2643

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
	NEWS													
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week: 09/10/12	09/16/12	M-WTF--	4	$145.00	0.00								
E 3	8	09/07/12	09/07/12	8 News Now 6a M-F	CM	6-7a	----F--	:30	1	$150.00	LV3	0.00 NM	1	$150.00
				8 News Now 6a M-F										
	NEWS													
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week: 09/03/12	09/09/12	----F--	1	$150.00	0.00								
E 4	8	09/10/12	09/14/12	8 News Now 6a M-F	CM	6-7a	M-WTF--	:30	3	$150.00	LV3	0.00 NM	3	$450.00
				8 News Now 6a M-F										
	NEWS													
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week: 09/10/12	09/16/12	M-WTF--	3	$150.00	0.00								
E 6	8	09/10/12	09/14/12	Price Is Right	CM	10-11a	M-WTF--	:30	2	$325.00	LV3	0.00 NM	2	$650.00
				Price Is Right										
	PRICE													
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week: 09/10/12	09/16/12	M-WTF--	2	$325.00	0.00								
E 7	8	09/10/12	09/14/12	Ellen	CM	3-4p	M-WTF--	:30	2	$275.00	LV3	0.00 NM	2	$550.00
				Ellen										
	ELLEN													
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week: 09/10/12	09/16/12	M-WTF--	2	$275.00	0.00								
E 8	8	09/04/12	09/06/12	8 News Now 4p M-F	CM	4-5p	-TWT---	:30	2	$900.00	LV1	0.00 NM	2	$1,800.00
				8 News Now 4p M-F										
	NEWS													
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week: 09/03/12	09/09/12	-TWT---	2	$900.00	0.00								
E 9	8	09/07/12	09/07/12	8 News Now 4p M-F	CM	4-5p	----F--	:30	1	$225.00	LV3	0.00 NM	1	$225.00
				8 News Now 4p M-F										
	NEWS													
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week: 09/03/12	09/09/12	----F--	1	$225.00	0.00								
E 10	8	09/10/12	09/14/12	8 News Now 4p M-F	CM	4-5p	M-WTF--	:30	3	$225.00	LV3	0.00 NM	3	$675.00
				8 News Now 4p M-F										
	NEWS													
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week: 09/10/12	09/16/12	M-WTF--	3	$225.00	0.00								
E 11	8	09/03/12	09/06/12	8 News Now 5-630p M-F	CM	5-630p	MTWT---	:30	2	$1,250.00	LV1	0.00 NM	2	$2,500.00
				8 News Now 5-630p M-F										
	NEWS													
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week: 09/03/12	09/09/12	MTWT---	2	$1,250.00	0.00								
E 12	8	09/07/12	09/07/12	8 News Now 5-630p M-F	CM	5-630p	----F--	:30	1	$275.00	LV3	0.00 NM	1	$275.00
				8 News Now 5-630p M-F										
	NEWS													
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week: 09/03/12	09/09/12	----F--	1	$275.00	0.00								
E 13	8	09/10/12	09/14/12	8 News Now 5-630p M-F	CM	5-630p	M-WTF--	:30	5	$275.00	LV3	0.00 NM	5	$1,375.00
				8 News Now 5-630p M-F										
	NEWS													
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week: 09/10/12	09/16/12	M-WTF--	5	$275.00	0.00								
E 14	8	09/03/12	09/06/12	8 News Now 11p M-F	CM	11-1135p	MTWT---	:30	4	$1,700.00	LV1	0.00 NM	4	$6,800.00
				8 News Now 11p M-F										
	NEWS													
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week: 09/03/12	09/09/12	MTWT---	4	$1,700.00	0.00								
E 15	8	09/07/12	09/07/12	8 News Now 11p M-F	CM	11-1135p	----F--	:30	1	$475.00	LV3	0.00 NM	1	$475.00
				8 News Now 11p M-F										
	EWS													

Order / Rev: 37147 Advertiser: Heck, Joe - R-CD3

Alt Order #: 08858645 Product Desc: HECK/CONGRESS/REP KLAS

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 15	8	09/07/12	09/07/12	8 News Now 11p M-F	CM	11-1135p	----F--	:30	1	$475.00	LV3	0.00	NM	1	$475.00
				8 News Now 11p M-F											
	EWS														
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week:	09/03/12	09/09/12	----F--	1	$475.00	0.00								
E 16	8	09/10/12	09/14/12	8 News Now 11p M-F	CM	11-1135p	M-WTF--	:30	4	$475.00	LV3	0.00	NM	4	$1,900.00
				8 News Now 11p M-F											
	EWS														
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week:	09/10/12	09/16/12	M-WTF--	4	$475.00	0.00								
E 17	8	09/07/12	09/07/12	Letterman	CM	1135p-1237a	----F--	:30	1	$175.00	LV3	0.00	NM	1	$175.00
				Letterman											
	LETTERMAN														
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week:	09/03/12	09/09/12	----F--	1	$175.00	0.00								
E 18	8	09/10/12	09/14/12	Letterman	CM	1135p-1237a	M-WTF--	:30	4	$175.00	LV3	0.00	NM	4	$700.00
				Letterman											
	LETTERMAN														
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week:	09/10/12	09/16/12	M-WTF--	4	$175.00	0.00								
E 19	8	09/08/12	09/16/12	8 News Now 11p Sa/Su	CM	11-1135P	-----SS	:30	1	$250.00	LV3	0.00	NM	2	$500.00
				8 News Now Sa/Su 11p											
	NEWS														
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week:	09/03/12	09/09/12	-----SS	1	$250.00	0.00								
	Week:	09/10/12	09/16/12	-----SS	1	$250.00	0.00								
E 20	8	09/16/12	09/16/12	NFL Reg Season Games	CM	NFL Football Reg.	------S	:30	1	$1,800.00	LV3	0.00	NM	1	$1,800.00
				NFL Football Reg. Season											
	NFL														
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week:	09/10/12	09/16/12	------S	1	$1,800.00	0.00								
E 21	8	09/03/12	09/06/12	Live w/Kelly	CM	9-10a	MTWT---	:30	2	$650.00	LV1	0.00	NM	2	$1,300.00
				Live With Regis & Kelly											
	REGIS														
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week:	09/03/12	09/09/12	MTWT---	2	$650.00	0.00								
E 22	8	09/07/12	09/07/12	Live w/Kelly	CM	9-10a	----F--	:30	1	$200.00	LV3	0.00	NM	1	$200.00
				Live With Regis & Kelly											
	REGIS														
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week:	09/03/12	09/09/12	----F--	1	$200.00	0.00								
E 23	8	09/10/12	09/14/12	Live w/Kelly	CM	9-10a	M-WTF--	:30	3	$200.00	LV3	0.00	NM	3	$600.00
				Live With Regis & Kelly											
	REGIS														
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week:	09/10/12	09/16/12	M-WTF--	3	$200.00	0.00								
E 24	8	09/07/12	09/07/12	7-8p Rotator	CM	7-8p	----F--	:30	1	$275.00	LV3	0.00	NM	1	$275.00
				7-8p Rotator											
	ET														
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week:	09/03/12	09/09/12	----F--	1	$275.00	0.00								
E 25	8	09/10/12	09/14/12	7-8p Rotator	CM	7-8p	M-WTF--	:30	4	$275.00	LV3	0.00	NM	4	$1,100.00
				7-8p Rotator											
	ET														
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week:	09/10/12	09/16/12	M-WTF--	4	$275.00	0.00								
E 26	8	09/09/12	09/16/12	CBS News Sunday Morn	CM	CBS Sunday Morni	------S	:30	1	$175.00	LV3	0.00	NM	2	$350.00
				CBS News Sunday Morning											
	SUN MORN														
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week:	09/03/12	09/09/12	------S	1	$175.00	0.00								
	Week:	09/10/12	09/16/12	------S	1	$175.00	0.00								

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 26	8	09/09/12	09/16/12	CBS News Sunday Morn CBS News Sunday Morning	CM	CBS Sunday Morni	-----S	:30	1	$175.00	LV3	0.00 NM	2	$350.00
	SUN MORN													
E 27	8	09/09/12	09/09/12	Sun 7-8p 60 Minutes	CM	7-8p	------S	:30	1	$1,100.00	LV3	0.00 NM	1	$1,100.00
	60 MINUTES													
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week:	09/03/12	09/09/12	------S	1	$1,100.00	0.00								
N 28	8	09/07/12	09/07/12	8 News Now Noon M-F 8 News Now Noon M-F	CM	12-1230p	----F--	:30	1	$200.00	LV3	0.00 NM	1	$200.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week:	09/03/12	09/09/12	----F--	1	$200.00	0.00								
N 29	8	09/10/12	09/14/12	8 News Now Noon M-F 8 News Now Noon M-F	CM	12-1230p	M-WTF--	:30	4	$200.00	LV3	0.00 NM	4	$800.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week:	09/10/12	09/16/12	M-WTF--	4	$200.00	0.00								
N 30	8	09/07/12	09/07/12	8 News Now 5-630p M-F 8 News Now 5-630p M-F	CM	5-630p	----F--	:30	1	$275.00	LV3	0.00 NM	1	$275.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week:	09/03/12	09/09/12	----F--	1	$275.00	0.00								
N 31	8	09/10/12	09/14/12	8 News Now 5-630p M-F 8 News Now 5-630p M-F	CM	5-630p	M-WTF--	:30	3	$275.00	LV3	0.00 NM	3	$825.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week:	09/10/12	09/16/12	M-WTF--	3	$275.00	0.00								
N 32	8	09/08/12	09/08/12	Sat Prime Special KLAS Movie: Buddy	CM	8-10p	-----S-	:30	2	$215.00	LV3	0.00 NM	2	$430.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week:	09/03/12	09/09/12	-----S-	2	$215.00	0.00								
N 33	8	09/15/12	09/15/12	Sat Prime Special KLAS Movie: Navy Seals	CM	8-10p	-----S-	:30	2	$215.00	LV3	0.00 NM	2	$430.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week:	09/10/12	09/16/12	-----S-	2	$215.00	0.00								
N 34	8	09/15/12	09/15/12	ACC Football ACC Football	CM	930a-12n	-----S-	:30	2	$200.00	LV3	0.00 NM	2	$400.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week:	09/10/12	09/16/12	-----S-	2	$200.00	0.00								
N 35	8	09/10/12	09/10/12	8 News Now 4-5a 8 News Now 4-5a	CM	4-5a	M------	:30	1	$35.00	LV3	0.00 NM	1	$35.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week:	09/10/12	09/16/12	M------	1	$35.00	0.00								
N 36	8	09/12/12	09/12/12	137-237a M-F Nate Berk Electric Playground	CM	137-207a	--W----	:30	1	$30.00	LV3	0.00 NM	1	$30.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week:	09/10/12	09/16/12	--W----	1	$30.00	0.00								
												Totals	75	$30,075.00